

Sales Manager 销售经理

Location: Shenzhen

Sector: Manufacturing; Toys & Games

Starting date: ASAP

Report to: General Manager

Job Reference: CDS-2024-037

ABOUT THE COMPANY

Our client is a well-established company in China, recognized for its expertise in designing and producing educational products for children. They provide a full-service solution, covering everything from initial product development to final distribution. Their extensive product lineup includes items such as interactive toys, brain games, and creative play sets.

MISSION

The Sales Manager is responsible for leading and managing the sales team to achieve revenue targets, enhance the company's market presence, and acquire new customers. This role involves developing and executing sales strategies, building, and nurturing client relationships, ensuring the team meets and exceeds sales goals, and actively pursuing new business opportunities. The Sales Manager reports to the General Manager and plays a pivotal role in driving revenue growth, market expansion, and customer.

RESPONSIBILITIES

Team Leadership

- Supervise and lead the sales team, providing direction and support to achieve sales objectives.
- Allocate customers and prospects to team members, ensuring fair distribution and maximizing efficiency in client management.
- Conduct regular team meetings, promote active participation, and guide the team toward success.
- Recruit, train, and develop employees to enhance their skills and capabilities.
- Conduct regular performance evaluations and provide feedback to foster a high-performance culture.

Sales Strategy & Execution

- Develop and implement effective sales strategies to drive revenue growth.
- Identify market opportunities, set sales targets, and monitor progress.
- Collaborate with marketing and other departments to create sales campaigns and promotional activities.

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- Manage and optimize the sales process to improve efficiency and results.

Prospecting and Lead Generation

- Develop and implement strategies to acquire new customers, expanding the company's customer base.
- Actively identify and target potential customers through various methods, including cold calling, networking, and market research.
- Prepare monthly reports on business development activities, including lead generation, prospecting efforts, and conversion rates.
- Participate in industry events, conferences, and networking opportunities to enhance the company's visibility and generate leads.

Client Relationship Management

- Build and maintain strong client relationships to understand their needs and preferences.
- Negotiate contracts, agreements, and pricing terms to secure new business and retain existing clients.
- Address client inquiries and concerns promptly and professionally.

Sales Reporting & Analysis

- Prepare regular reports on sales performance, identifying key metrics and KPIs.
- Analyze sales data to make informed decisions, propose improvement strategies, and adjust tactics as needed.
- Share insights and reports with relevant teams to facilitate data-driven decision-making and cross-team collaboration.
- Stay informed about industry trends, customer behavior, and competitors.
- Use market insights to adapt sales strategies and gain a competitive edge.

Cross-Department Collaboration

- Foster a culture of collaboration and teamwork within the sales department and across other departments.
- Collaborate with other departments to ensure alignment and synergy in achieving company goals.

Budget Management

- Develop and manage the sales department's budget to meet financial objectives.
- Monitor expenses, track variances, and make recommendations for cost-saving initiatives.

Team Motivation and Development

- Create a motivational and collaborative work environment to inspire the sales team.
- Support the professional growth and development of team members.

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REQUIREMENTS

- Bachelor's degree or above
- Language proficiency in English and Mandarin is mandatory
- At least 3 years' proven experience in sales & management
- Experience in packaging, board games and toys would be preferred
- Experience and proficiency in overseas sales channel construction and team management, able to independently develop and maintain overseas customers, willing to undertake international business trips
- Honesty, integrity, resilience, ability to work under pressure
- Excellent communication and coordination skills, meticulous logical thinking ability, ability to learn new things quickly

APPLICATION

Please send your resume and your motivation letter to:

sc-recruitment@ccifc.org

Mail subject: Your name | Job title - location [Job reference]

Ex. Your name | Sales Manager 销售经理 - Shenzhen [CDS-2024-037]

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